

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., PUBLISHERS, 10 SPRUCE ST., NEW YORK.

VOL. III. NEW YORK, SEPTEMBER 24, 1890. No. 13.

TO PREPARE a good Newspaper
Advertisement requires *Brains*

TO SELECT the best medium
for each purpose requires *Experience*

TO SECURE a right price
everywhere requires *Capital*

TO OBTAIN the stipulated
service requires *Organization*

WE HAVE THESE REQUISITES.

THEY CAN BE AT YOUR DISPOSAL.

WE INVITE CORRESPONDENCE.

N. W. AYER & SON,
NEWSPAPER ADVERTISING AGENTS,
PHILADELPHIA.

Enormous Expense.

Money has been lavishly expended in getting the best the world can produce for the Christmas LADIES' HOME JOURNAL. The list of contributors embrace the best known writers of this country and England, requiring an outlay of thousands of dollars. The illustrations are profuse, and are furnished by famous artists such as could be obtained only by a very large outlay of money. A special cover has been designed, and the whole edition will be printed on extra fine paper.

Money is Wasted,

In such heavy expense, big salaries, and costly pictures, **unless**, we let the people know all about it, which we shall certainly do in a very liberal line of pictorial advertising, to be placed in the leading newspapers of the country. This advertising of ours will be on a scale sufficiently liberal to ensure for the Christmas LADIES' HOME JOURNAL a very large extra circulation.

Advertising space \$2.50 per line, and already nearly full.

CURTIS PUBLISHING CO.,
Philadelphia, Pa.

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ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, MARCH 27, 1890.

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WRITING ADVERTISEMENTS.

There has almost suddenly come into existence a new sort of business: the writing of advertisements. Those engaged in it have had experience as canvassers for advertisements, or as journalists, or as managers of advertising for some firm. It is not surprising that their new work develops some faults.

The writing of advertisements is not new; what is new is the writing of advertisements for others, for more than one, for different businesses, and for different circumstances.

One engaged in this new work, of course, must write on subjects new to him, and on subjects having relations new to him. He must learn his subjects and their relations. His teacher is the man for whom he writes.

The man who himself cannot write advertisements has to instruct the man that can. But teaching is new to him. He is so partial to it that he is rarely able to comprehend the stranger's attitude towards him; much less to get him out of it. He has only two means of accomplishing that: he relies on his facts to force his customer in; or else manufactures his "facts." He does not use his facts with much skill for persuasion; and, if he relies on "facts" manufactured to suit his purpose, he uses them unskillfully. On the whole, he succeeds in business in spite of his advertising, rather than by it. Such is the teacher as an advertiser. His

faults as a teacher lie in the same direction.

On the other hand, his pupil, who now undertakes to write for him has his characteristic weakness. His business is advertising; all he thinks of is advertising. "What is that but attracting attention?" thinks he; and he thinks of little beyond attracting attention.

The combination of the two, the business man and the writer of advertisements, ought to be expected, then, to err in attracting attention without making an advantageous use of it. That is exactly what we see going on in the newspapers. If a business man applies his common sense to the subject, he cannot fail to see that public attention to him is worse than useless, unless that attention reaches the good in his business; useless because it leads to nothing; worse than useless because it leads to an unfavorable opinion of him. It is pretty well agreed among civilized people that one is well dressed when his clothes are not thought of, and ill dressed when they are thought of. So, in a parallel way, a business man's manners are good when his customer does not think of them. Manners pertain to advertisements just as much as to salesrooms. A proper advertisement sets forth facts that the buyer needs to know, with agreeable manners. What the advertiser needs to think of is, "What are the facts that a buyer needs to know about my stuff?" And what the advertisement writer needs to think of is, "How can I state these facts in a way to command respect as well as attention?"

The business man's part is the matter, the writer's part is the manner, and both need from both suggestion and criticism. Neither is an expert in advertising; both are experts, in their own opinions, in what they consider advertising. What, then, is advertising? It is printing in an agreeable

manner the facts that a buyer has to get at before he can be a buyer. Attracting attention? Yes; but agreeably, decently, honestly, self-respectingly. It is almost a test of the manners of an advertisement to consider, "would it be polite for a salesman to speak to a customer in that way?" But advertising space costs money; and the writer has got to be quick with his facts, and manners, too. And advertisement readers worth having are prone to skip the instant you betray your emptiness or incompetence.

On the whole, the writing of an advertisement is about as delicate a job as often comes to a man.

J. E. POWERS.

ADVERTISING "TIPS."

Advertising seems to be an art yet to be discovered by some people. That is, the practical part of it. A constant stream of water from one or more fire engines will soon extinguish or get under control a very large fire, while a few buckets of water, dashed on here and there, have little or no effect. The modern fire department is practical, and has outgrown the old bucket system; and so with modern advertising; plenty of it, used in a practical, common-sense and judicious manner, pays. If you want to catch a certain kind of fish, you use a certain kind of bait; not all fish bite at all kinds of bait. Not all people respond to every advertisement. The newspaper is a medium indispensable to the majority of advertisers, because of its wide and repeating circulation. As a promoter of trade and profit, newspaper advertising is no longer an open question; that is, when done in a practical and intelligent manner, and pays because of its effectiveness and cheapness.

Advertising sometimes comes without special effort, and in such cases is quite costly. For instance: the great fire was a big advertisement for Chicago, and to-day she has the World's Fair. Boston, Lynn and Seattle, with their big fires, attracted no little notice; while Louisville, with her cyclone, caught the attention of the civilized world. While these events were costly, they resulted in making better cities of them than heretofore.

Too little advertising is like sowing too little seed. A farmer in planting

corn puts a number of grains into each hill, and is satisfied if one good healthy stalk comes from each planting. It's the constant advertiser that is bound to attract attention. It's the succession of bright, catchy advertisements that refuse to be ignored. That the proper time must be allowed for the fruit to grow, ripen and be gathered, is as true as that wheat cannot be reaped the day after it is sown.

No surer "tip" can be given than "printers' ink" to make your business win in the race for trade.

BYRON W. ORR.

"MODERN CONVENIENCES."

The number of noticeable advertisements of hotels which have been reproduced in PRINTERS' INK from time to time would seem to indicate that the men engaged in this particular kind of business do not propose to be left behind in the race for commercial pre-eminence in printers' ink. Here is a selection from the announcement of "The New Mackinac," a Michigan hotel:

This hotel was built for the special comfort of summer boarders.

On arrival each guest will be asked how he likes the situation, and if he says the hotel ought to have been placed upon Fort Holmes or on Round Island, the location of the hotel will be immediately changed.

Corner front rooms, up one flight, for every guest. Bath, gas, electricity, hot and cold water, laundry, telegraph, restaurant, fire alarm, bar-room, billiard table, sewing machine, piano, and all modern conveniences in every room. Meals every minute, consequently no second table. French and German dictionaries furnished every guest, to make up such a bill of fare as he may desire.

Waiters of any nationality or color desired. Every waiter furnished with a fan, button-hole bouquet, full dress suit, ball tablet, and his hair parted in the middle.

Every guest will have the best seat in the dining-hall and the best waiter in the house.

Our clerk was specially educated for "The New Mackinac," he wears the original Koh-i-nor diamond, and is prepared to please everybody. He is always ready to sing any song, play any musical instrument, match worsted, take a hand at draw poker, play billiards, "see a friend," loan his eye-glasses, sharpen your pencil, get the cinder out of your eye, take you out rowing, lead the german, amuse the children, make a fourth at whist, or flirt with any young lady, and will not mind being cut dead when Pa comes down. He will attend to the telephone and answer all questions in Choctaw, Chinese, Chippewa, Volapuk, or any other of the court languages of Europe.

The proprietor will always be happy to hear that some other hotel is "the best in the country." Special attention given to parties who give information as to "how these things are done in Boston."

EFFECTIVE ARRANGEMENT
OF ADVERTISEMENTS.

Quoting from the highest authority, "men do not light a candle and put it under a bushel but on a candlestick; and it giveth light to all," etc.

Advertisements are lights. How to increase their brilliancy from a tallow dip to an electric thousand-candle-power light, has been frequently and exhaustively discussed in *PRINTERS' INK*. But where is the man who can show us how to prevent the stereotyped automaton that presides in the composing room, who, to suit his convenience, eclipses our most brilliant efforts by putting them "under a bushel." Position has as much or more influence than construction in making advertisements effective. I do not refer strictly to what is termed "preferred positions," but rather to the general miscellaneous arrangement of advertisements with due regard to artistic effect and the law of contrast, so as to catch the eye and fix the attention of the reader.

To put two or more advertisements of similar size and similar display, one above the other or side by side, detracts from them both. It is indeed a question whether the classifying of small advertisements all together in a column is, as it is supposed to be, an advantage or not. They look so monotonous. There is no question but that the massing together of large, or of double-column advertisements detracts from each of them.

We hear a great deal nowadays about "Art in Advertising;" but an advertisement may be never so skillfully and attractively gotten up, and then be robbed of half its effectiveness and power by falling into the hands of a clod-hopper whose one idea is to "stick-it-in-somewhere" without any regard to the law of contrast.

If artists have reason to complain, as they frequently do, of bad treatment at the hands of the "hanging committee," how much more reason has an advertiser for complaining of the same class of indifferent neglect that he is subjected to, especially when he remembers how dearly he has to pay for it.

I claim that if publishers would give only a small portion of the time, energy and expense that they devote to the getting of advertisements, to taking care of them after they do get them, much better results would be realized, and it

follows, more profitable business would accrue to them, as well as to their patrons.

FRANKLIN PUTNAM.

HE DIDN'T LIKE THE "AD."

"I want to see you about this advertisement of mine," said the men's furnishing goods man to the editor. "Here I've just got started in town and you go and mix my ad. all up in a way that'll make me the laughing stock of the whole place. See the way it starts off:

"Call and examine the elegant things I have put on. Sale this week."

"Now, what on earth possessed you to put that period in there? Now keep that fool sentence in mind and listen to the rest:

"First, there's underclothes, dirt cheap; some I took from a bankrupt in New York." Are you listening?

"Then there's an unlaundersed shirt which you surely won't consider stiff at 90 cents. My new pattern sleeve and stocking supporters have caught on, and will hold their own. Please inspect them.' That's fine, ain't it? 'I have 500 pairs of kid gloves on my hands which I must work off at once.' What d——d nonsense! But that ain't all, see here:

"Any one who likes a high collar will find my 'Sawear' brand at twenty-five cents quite high enough."

"Now see the way it ends up:

"By the way, that unlaundersed shirt opens in the front. Call and see it. Open evenings."

"What's 'open evenings,' the shirt? What d'yer want to run everything in together that way for? See them two men look in here at me and laugh as they went by? They've been reading that advertisement. I don't see how you could have done it," and he took a handkerchief out of the show case and wiped a tear from his eyes, while the editor slowly scratched his head in puzzled silence.—*Morris Waite in The Clothier and Furnisher.*

THE securing of advertising by a newspaper on false statements of circulation is a crime under statute law, subject to all the penalties imposed for procuring money under false pretenses. A publisher who will rob a business patron in this way can make no valid claim to honesty or truthfulness in any respect.—*Woonsocket (R. I.) Reporter.*

A MATTER OF ACCURACY.

One of the important features of the United States Census for 1890, is to be a complete catalogue of the newspapers and periodicals of the country. The work is now being prosecuted under the direction of Special Agents S. N. D. North and J. J. Noah. The latter, in the course of his work, had occasion to write to an officer in one of the co-operative newspaper companies in regard to newspaper statistics. This gentleman in his reply followed the course which nine out of ten other well posted men would have adopted, and recommended the census man to consult that justly famous compendium of reliable newspaper statistics, Geo. P. Rowell & Co's American Newspaper Directory. Mr. Noah, writing from the lofty standpoint of a governmental employe, made reply as follows:

DEPARTMENT OF THE INTERIOR, }
CENSUS OFFICE, }
WASHINGTON, D. C., Aug. 26, 1890. }

Mr. —:

DEAR SIR—The Superintendent of the Census directs me to heartily thank you for the "Record Papers" kindly sent this office under date of August 15, 1890, and to express his appreciation of the interest you take in our work.

Touching your reference to Rowell's Newspaper Directory, I beg to state that your list contains the names of 303 publications which do not appear in Rowell. Through inquiries directed to publishers and postmasters, we have uncovered about 3,000 newspapers not included in Rowell for 1890, and these inquiries have developed that the names of newspapers are now carried in that Directory which have been defunct from one to ten years. The Directory also contains the names of towns and newspapers that have never existed. While we have largely employed Rowell and Ayer in the furtherance of our branch of the census labors, the Census Superintendent has been compelled necessarily to obtain cognate information from other and more reliable sources, since it is imperative that the census shall be substantially correct.

Very respectfully, J. J. NOAH,
Special Agent.

To the editor of PRINTERS' INK this seemed a serious arraignment of a work which had been believed to be as near the standard of perfection as it is possible for human hands to bring it.

An application was therefore made to the editor of the American Newspaper Directory, who informed our representative that one can understand the Census Bureau discovering newspapers not given in the American Newspaper Directory when the fact is considered that hundreds of newspapers are born and die every month. No directory can do more than to state the facts as they ex-

ist at the time it is prepared for the press. But that does not prevent a smart and capable census agent from "uncovering" a paper started a couple of weeks or months later. Then, again, the publishers of the Directory do not insert the name of every ephemeral publication claiming to be a newspaper. For example, purely advertising sheets and amateur papers are excluded; even though they apply for a place. Discretion is exercised, and a paper must come up to a certain standard. It is not compiled on the scoop-net principle. The editor further asserted, however, that the Directory does not contain the name of any town and newspaper that has never existed, and that it does not carry the names of newspapers which have been defunct from one to ten years.

On these points the editor was so confident that Special Agent Noah had drawn upon the resources of a rich and vivid imagination, that he immediately obtained the permission of the publishers to offer to pay Mr. Noah a handsome reward for the name of every newspaper that he can discover in the last issue of their book which was defunct one year—let alone ten years—before the Directory went to press. Mr. Noah ought to apologize, or failing that, make his knowledge worth to him something in cash. The firm of Geo. P. Rowell & Co. are known to have been generous in offering and paying rewards for the detection of inaccuracies in their Directory; and if Mr. Noah actually knows of any such large number of errors as he intimates in his letter, he may have the opportunity of even doubling the salary which the United States of America pays him for his services.

As a matter of fact, the system which is carried on in the office of the American Newspaper Directory renders such inaccuracies, as are spoken of, impossible. Perhaps the best way of explaining the situation will be to outline, briefly, the method of preparing the Directory.

In the first place, a weekly list is obtained of all the papers admitted to second-class rates at the various post offices throughout the country. Again, all the co-operative newspaper unions are asked to send their lists of papers every week during the progress of the work. Several press-clipping bureaus are at work all the year round collecting items from the press of the country in regard to new papers and newspaper

changes. Considerable information is also gleaned from the regular office mail of Geo. P. Rowell & Co's Advertising Agency and similar sources. Taken together, these constitute a pretty complete chain of information. The next step in the system is to secure a copy of the paper without which no paper is included. An application for the copy is sent to the address, together with a post-paid self-addressed wrapper, and an offer to pay for the paper if desired. As high as \$1.25 has been demanded and paid for a single copy of a periodical under such circumstances.

In regard to "defunct papers," it is unequivocally true that no paper is kept in the Directory from one year to another unless reliable information has been received of its continued existence. The paper itself is first made the subject of inquiry. Failing to obtain the desired information in this quarter, application is made to the postmaster, local business man, or a neighboring newspaper. With such a system scrupulously carried out it is not possible for the Directory to contain "the names of towns and newspapers that have never existed," or "newspapers which have been defunct from one to ten years." And the fact is not as stated by Mr. Noah. The census managers compiled newspaper statistics for the year 1880, with maps having beautiful red dots all over them and appearing two or three years after the record purported to have been made; but if any human being ever made use of the lists or the maps it must have been some one more interested in the measles than in advertising.

For a reliable list of newspapers for 1890, sell the census report to the rag man and buy the American Newspaper Directory with a clean Five Dollar Bill.

It is a matter of common complaint among advertisers and advertising agents that publishers of small newspapers are unbusinesslike in their methods, that they do not follow contracts exactly, etc., etc. There is too much ground for these charges; but there is probably no phase of the advertising business which more fully sustains the allegation as to poor business methods than the frequent acceptance by these publishers of the various propositions to advertise, and pay in trade. This has become a serious menace to the advertising income of the newspapers, and should be suppressed by concerted measures.—*Amer. Advertiser Reporter*.

THE PORTRAIT IN ADVERTISING.

William Hosea Ballou, of New York City, wrote a letter recently to Anthony Comstock, of the New York Society for Suppression of Vice, calling his attention to what Mr. Ballou thought to be a vile cartoon of President Harrison displayed in a window of a drug store not far from the post office.

A reporter visited the drug store and found the so-called "vile cartoon" to be a very unique advertising card for a certain corn cure.

President Harrison, whose name does not appear on the cartoon, however, is depicted wearing a high hat of a rather antique pattern, and in his shirt sleeves sits in an old-fashioned armchair. His right foot rests upon something which resembles a stuffed high hat.

The President holds a small box in his left hand which bears the name of the corn cure. Under the footstool is found the following: "This corn has be'n haras'n me four years."

Officer Iram, who had called at the office of the United States District Attorney for the purpose of learning the law on this subject, said that he did not believe that there was any such law in existence as referred to in Mr. Ballou's letter.

He examined the cartoon carefully, but could not discover anything objectionable in it.—*American Advertiser Reporter*.

ALLITERATIVE ADVERTISEMENTS.

The following reading-matter advertisements, reproduced from the columns of the Kalamazoo *Telegraph*, seek to gain public attention by a somewhat unusual method:

SEE?

Calculating, conservative, companionable, consumers of convivial, cooling cordials, conspiring to conclusively confront the caloric conditions conspicuously conducive to complex complaints, can combine comfort and contentment and conduce to the convex condition of their conical cavities by consuming consoling consumptions of conscientiously concocted and carefully compounded concoctions at the cafe conducted by Frank McGraw, conductor, 4th door north of post-office building.

Procrastination partly prevents persons partaking prominently in the procession of purchasers perpetually and persistently pursuing their peregrinations toward Pursell's popular pavilion on Portage street. His prevailing prices pander to public patronage and permanently perpetuate his personal prosperity.

A PROFESSIONAL WRITER'S VIEWS ON ADVERTISING.

The writing of advertisements may be an art, but it doesn't seem to me to be quite the thing to say so, no matter how successful and eminent one may have become in this truly difficult calling. Yet, let the amateur try his apprentice hand on turning out a drawing advertisement, and after worrying over it for an hour or two, he will find that it's not so easy as some folk seem to think, even if it hasn't risen to the dignity of art.

Notwithstanding it has been said and written that advertisements do not sell goods directly, yet it is on record that well written and strikingly attractive advertisements have been the means of filling some of the largest retail houses in the country, and of selling thousands of dollars' worth of clothing in a single day. Ah, but there's a world of difference in advertisements, and in their effectiveness as well. Although the writer is past forty years of age, there are not many youngsters who welcome spring more heartily, or enjoy the fall more fully. The complaining brooks, the inviting groves, the vernal foliage, the green fields, the song of birds and the ringing laughter of delighted children, as well as climbing the hills in crimson-tinted October, are glorious enjoyments to me, and I sometimes feel like entwining them in my advertisements; but sentiment doesn't sell clothing.

An advertisement does not depend for its effectiveness on its highly polished sentences, beautifully rounded periods, or artistic and attractive typographical work. It may have all these qualities and fail utterly in its purpose. On the other hand, its grammar even may halt, and yet it will do just what is wanted, so far as the return of dollars and cents is concerned. The literary genius (?) in his elaborate effort makes a complete fizzle, while the comparatively unlettered merchant, advertising the identical article, draws troops of customers. Why is this? The man who strove for elegance and exactness of phrase was too formal, cold, stilted; hence unattractive and ineffective. The other man, although his language was not the best, was earnest, vigorous sincere; there was an apparent ring of honesty and genuineness in his advertisement; and sincerity and honesty are the things after all, you see. Once

establish your reputation for those qualities in advertising, and your announcements will usually be liberally responded to.

Bombastic or highly illustrated advertisements, where truth rarely if ever appears, will always fail in the long run. The public is fast becoming more observing and intelligent. You can't long deceive the people. They know "what's what." The masses are as keen and exacting as most of the advertisers themselves. They demand fair dealing and they will go where they can get it. So many advertisements read between the lines, so to speak. The writer seems to see or care only for to-day, to-day, always to-day, forgetting the inevitable to-morrow; and not only to-morrow, but to-morrow and to-morrow, and next week, next month, next year. Have each and every advertisement mean exactly what it says; in truth, let the values sometimes be better than you say—it'll be such a pleasant surprise. You are not going out of business at once, but expect to remain at the old stand for a good many moons to come. Honesty in advertising is the first essential, now and all the time. The very moment you misrepresent, or advertise something you haven't, that moment you commence to lose caste and will soon lose your grip. Polite salespeople and courteous heads of departments do much to popularize a house; especially if the head of the firm be liberal and is well and favorably known. Now, I don't know of a house in the entire country where the people—rich and poor—walk right in and make themselves so perfectly at home as they do at Mabley & Carew's in Cincinnati. And the reason? The house is honest in its advertisements, whether of goods or in its simple invitation to the people to come in and look over the new styles or pass judgment on certain special and extra values. The head of the house is ever courteous, particularly to the poor and unattended, and he demands the same high-bred politeness on the part of all the attaches in all the departments. That's why Mabley & Carew's is so popular and often called the "People's Store."

Advertising alone—no matter how excellent—can not build up a big trade or make a house great; yet vital importance hinges upon advertising, for very few concerns have ever reached colossal proportions without liberal and

intelligent advertising. I have in my mind four words that mean much:

Variety, Style, Quality, Price!

The store that has these, and in its advertisements tells its story in a plain, fair, square way that's attractive and readable, is bound to prosper.

As far as the different methods of advertising are concerned, the daily paper is decidedly the best. That is the broad, swift channel; and when you float your boats upon it, you are sure of a quick return; there is no doubt as to when your ships will come in—they'll come at once. At the dawn of spring and fall many of the weekly, and some of the monthly papers, are good mediums for advertising.

Outline cuts, accompanying well displayed reading matter, attract the eye immediately. The cuts should keep pace with the seasons, or rivet the attention, because of their humor or attractiveness. They can even serve as popular fashion plates. That's one of the ways in which we introduce the styles. For special and extraordinary values, the printed price, in good-sized and plain figures, is the thing, and with as little reading matter as possible. In fact, terseness and openness, something the eye can take in and comprehend at a glance, are always effective and desirable objects.

Outside advertising must depend a great deal upon novelty for its effectiveness. Fashion catalogues "have had their day," in my opinion. The cheap grades scarcely receive a passing glance, while rich and truly elegant ones don't pay—they cost too much. Signs are of much value to new houses, and of some worth to old ones; especially on large and conspicuous buildings along the rail, water and road ways.

Handsome and artistic lithograph posters, representing groups of adults or children, clad in the latest modes, are very good. Two or three of these lithographs, different of course, are excellent, as they attract attention quicker than one; being more readily seen, they make a pretty ensemble.

Fine and unique window dressing is one of the cheapest and most effective means of advertising. At the very dawn of the seasons and throughout the holidays great crowds are attracted by the latest styles and novel goods, especially if deftly and beautifully displayed. The same can truly be said of the real and between-season bargains,

with plainly marked prices, that plainly show they're extra values.

For supplementary advertising, good memorandum books seem to please the men right well, while the giving of souvenirs to the ladies, and presents—ornamental or practical—to the boys, are not as effective as of yore. The besmearing of the giver's names upon the front of many pretty cards, etc., is the prime cause no doubt.

Programme advertising, etc., on church, society, church luncheons, etc., has little relative merit, yet makes scores of valuable friends for the house. The men and women interested—and women, mark you, are the best mouth advertisers a store can have—pass the pleasant word all along that you have done them a favor, "and you did it so cheerfully," they say, too, and they and their friends will come to you as customers. If you'll only continue to treat them right they'll always be your friends and ever ready to sound your praises.

Strong and effective advertising, that reaches and influences every stratum of society, is not easy. It requires hard work and much thought. However gifted, if your aim is always to be interesting, often versatile and sometimes brilliant, you must make exhaustive draughts upon the gray matter of the brain. Indeed, to the positively successful man in this truly difficult branch, there's but little rest this side of the grave.—*Henry Curtin, advertisement writer for Mabley & Carew, Cincinnati, in the Clothing Gazette.*

UNLAWFUL ADVERTISING.

Advertisers who have adopted the novel method of circulating imitative \$5 bills with their business cards printed on one side, have gotten themselves into a questionable position, as the following mandate, which they have received from the Secret Service Department at Cleveland, will show:

"I wish to call your attention to the unlawful circulation by you of an advertisement or dodger, one end of which is an imitation of one end of a \$5 national bank note. This is a direct and positive violation of the laws of the U. S., and I demand that you at once forward me here by mail all such stuff in your possession, and hereafter desist from its circulation. See sec. 5,430 Revised Statutes of the U. S.—*Muskegon (Mich.) Chronicle.*

WHO GETS OUT THE PAPER?

(The Managing Editor, News Editor, and City Editor seated in the Managing Editor's room, smoking cigarettes, exalting the scoop they had that morning and belittling the scoops of the esteemed contemporaries. Enter the Proprietor and Editor smoking a cigarette.)

PROPRIETOR AND EDITOR: "Gentlemen, there's got to be more pop about this office, or there will be some high-salaried positions vacated. We were beat to death by the *Bawl* on the Strikers' Riot; the seminary scandal should have been headed up and run on the first page; that dreary old Apache outbreak stuff should have been boiled or killed, and—say, who was on when that Apache story came?"

MANAGING EDITOR: "It came late: Bowler was in charge."

PROPRIETOR AND EDITOR: "Take Bowler off the night desk to-morrow and put him in charge of the weekly. Take Plater off base-ball and give him the night desk. I want some pop around here at night. I want some one to make up the paper who knows the difference between a first-page story and the Doxology. I want—" *(Exit kicking.)*

(When the Proprietor and Editor is gone, the others smile knowingly and wearily.)

MANAGING EDITOR: "That's the kind of a fool the Lord ordains shall own newspapers. Still, as long as he has sense enough to hire good newspaper men, he can have the credit of being one himself. You can have twelve columns for local to-night and sixteen for telegraph."

(News Editor and City Editor retire to News Editor's room.)

NEWS EDITOR: "Wasn't that rich—Puffer saying the boss was no newspaper man?"

CITY EDITOR: "Pot and Kettle!"

NEWS EDITOR: "Puffer ordered that Apache story himself, without consulting me. He doesn't know a news story from a hair mattress. Got a cigarette, Billy? Thanks. Keep that Fight inside of a column to-night, and spread on the Strikers' Riot."

(The City Editor goes to his room and explodes to his assistant and a copy-reader.)

CITY EDITOR: "Once a city editor had something to say about local matter, but now a news editor, with no more newspaper sense than a jay, orders you—oh, it makes me tired!"

ASS'T C. E.: "What has that luminous genius been ordering now, Billy?"

CITY EDITOR: "Says we must keep the Fight down and spread on the Strike!"

ASS'T C. E.: "Rats! The *Bawl* spread the Strike this morning only because they knew we would keep it down."

CITY EDITOR: "Yes, and to-morrow it will spread the Fight for the same reason. Then the Boss will come shouting for pop and blame this end of the shop—"

ASS'T C. E.: "The only end with any news sense in it." *(Winks prodigiously at copy-reader.)*

CITY EDITOR: "Guess you're about right, Jack. Got a cigarette? Thanks. Let's go and get a wad. Join us, Jimmy?"

(Late that night. Night Editor and Foreman standing over forms. Night Editor with handfuls of proofs. Foreman with handfuls of type.)

NIGHT EDITOR *(to boy)*: "Johnny! Take this to the telegraph room and ask one of the young professors there to raise it to a four head, and say that that Chicago special must be chopped off, and to rush up the tail of the Sacramento stuff, and ask New York what he means by duplicating the Associated Press with this Prince George rot."

JOHNNY: "Yezzer."

FOREMAN: "It's a good thing there's one newspaper man in the shop, Mr. Bowler, with kids or back numbers running nearly every other department."

NIGHT EDITOR: "Much obliged, Alex. It does seem as if I was the only man with any news sense left in the shop. Have a cigarette. Start the Strike on the first page and let it break over. Take the Fight out of second page and put it on the ninth." *(Exit.)*

FOREMAN *(to assistant)*: "What is this blankety blank Daffodil Cream advertisement doing on the third page?"

ASS'T FOREMAN: "Marked there."

FOREMAN: "Top o' column?"

ASS'T FOREMAN: "Top and next pure reading."

FOREMAN *(after several minutes' speechlessness)*: "Well, blank my blank eyes! With a blank blank blank fresh editor telling you where to put the blank news, and the blank blank business office marking every blank advertisement with a contract position, blank me if I see how we get the blank paper out at all these days!"

ASS'T FOREMAN: "It never would get out if you wasn't a hummer, Alex."

(*In Mormon's beer-joint, later, same night. Seated at table: Dunnigan, who has been doing Linn Police, and Lynn, who did the fight.*)

DUNNIGAN: "Aw, go chase yourself," I says to'm. 'You may be city editor,' I says, 'but you don't know the diff between a story and a ghost,' I says, 'if you want this boiled to a stick.' Such raw chumps they have for desk men these days! Always having fits about features, and missing corking stories under their noses—"

LYNN (*interrupting*): "If it was not for th' loikes av you an' me, Dunni, to kape thim from havin' th' heads bate off thim every mornin'. Shure, Dunni—give us a cigarette, me boy—shure, whin I tuck in me shstuff to-night, I was thinking how th' devil wud they get out the paper at all, if it wasn't for th' few av us left. Here's looking at you, Dunni."

(*Same night, later still. Johnny riding home to Bernal Heights with carrier, on newspaper cart.*)

JOHNNY: "Soy, you knows dat kid wot works nights in de bizness office? Well, he says to me, he says: 'We're de ones wot gets dis poiper out,' he says. Wid dat I gives him a poke in de eye, for de bizness-office kids is dudes. See? Him a-saying de bizness office gets out de poiper! Soy! ef it wasn't fer me a-taking orders to de blokes in de telegraph-room and swearing at 'em proper, I'd like ter know how der—don't throw away der snipe, Chimmy, give me a puff—how de bloom-in' poiper would get out at all. Dat's wot I'd like ter know. See?"—*Edward W. Townsend, in the San Francisco Argonaut.*

ADVERTISING is the palladium of the passing show. Take away the circus poster and what is left of the circus? The advertising is the making of it. The pictured performances is what draws the ordinary yokel from his rural haunt to munch peanuts and drink pink lemonade under the waving canvas. If he does not believe the latest museum female has four heads he goes in to see if she has two. The result of the advertisement is the same whether it is believed or not; it draws the dollars.—*H. J. Shellman.*

LET those who wish to succeed, not work so hard; take more notice; see what others do, and try and improve on their ways; and on their own in past years.—*Ex.*

FAKING IN TRADE JOURNALISM.

One way to impress the readers with the importance of a journal is to make it appear as if everybody was trying to get information through its columns, and have an "Information Column," or a "Correspondents' Column," or an "Answer to Correspondents' Column," or something of that sort, with dozens of letters, which appear to be bona-fide, and answers thereto, parading the knowledge of the one in charge of such a column. The editor of this journal was, at a former date, in a newspaper office where the technical man doctored up such columns every week without one honest inquiry as a foundation. It may be irrelevant how the readers of a journal obtain their information, and it may be more interesting to them if they believe that others have been inquiring for the information which is put before them; but we think it is sailing under false colors and selling under false pretenses. If any one desires to regale his readers with a rehash of what he has published in half a dozen variations before, let him call it "Technical Information to our Readers," or whatever he pleases, but don't let people assume that a crowd is beleaguering his sanctum for information, when it is not so.—*Lithographic Art Journal.*

JOURNALISM IN FLORIDA.

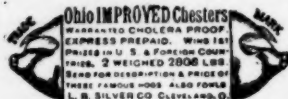
Tolstoi says that nobody should write for money. While we do not agree with Tolstoi exactly, we would call his attention to the fact that, like the majority of Florida editors, we do not write for money; that is, judging from the scarcity of that article in our immediate vicinity, it is to be inferred that we do not.—*Sanford Journal.*

It may be laid down as an axiom for intelligent advertisers that cuts, if used at all, should contain and convey clearly and artistically some live idea pertinent to the business, or of timely public interest; and that they should be carefully adapted to the character and circulation of the advertising medium for which the advertisement is designed.—*Independent News and Advertising Bureau.*

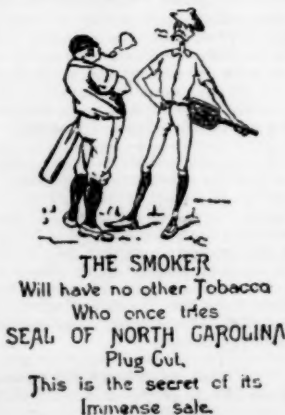
VISIONARY advertising is a mistake if you have to pay for it in real dollars.—*H. B. King & Bro.*

ALL SORTS.

Another addition to the series of curious advertisements which have been appearing in PRINTERS' INK is made on this page. Those given here will be found to be representative of all degrees of merit in advertising, the only requirement being that they shall possess an idea out of the ordinary.



State SAVINGS Bank
91 Griswold St., Detroit.



DORENWEND'S

A. DORENWEND,
Toronto.

Correspondence.

A NEWSDEALER'S VIEWS ON ADVERTISING VALUES.

CHICAGO, Sept. 6, 1890.

Editor of PRINTERS' INK:

An editorial in your September 3d issue, embracing a quotation from the *Newsman*, and concerning newspaper circulations, is substantiated in part by my personal experience.

From 1882 to 1889, I was what is called a newspaper circulator in Chicago, sometimes called "carriers," "newsdealers," etc. My business embraced the daily delivery of morning papers to 2,000 regular customers, and a large news and book store in connection thereto. I always took pains to do my own collecting, as I never succeeded in finding a collector that would do it as well as I could—not so much to get the money as to secure new and retain old customers. Personal attention to my collecting threw me into contact with many noted men and women, whose acquaintanceship has and will be of advantage to me. My customers took severally all the morning newspapers, each having his preference. They comprised all grades of people, from Potter Palmer, Senator Farwell, Mayor Cregier, the McCormicks, bankers, etc., graded down to Pat Duggan, the hod-carrier, and Jim O'Leary, the bridge-tender. In fact, my district was an average one—not all rich nor all poor people.

But to the point: A well-known State-street diamond merchant of Chicago was on my list. He is a man outside of the ordinary, worth a half million, but not too proud to invite a newspaper carrier into his private office and have a social talk. In 1887, he asked me what was getting the matter with the *Times*. It was his favorite paper; he had read it for twenty-two years, and carried a good advertisement therein, which advertisement used to bring him good returns, but was failing then. I, of course, knew that the *Times* had fallen off to one-third of its former circulation—and knew it to my sorrow, as my cash paid for the *Times* route had glimmered. I told the diamond merchant so, and he asked me what paper he should change his advertising to. I advised him the *Tribune*, telling him at the same time, though, that the *Herald*, undoubtedly, had the largest morning and the *News* the largest evening outputs. But people who read the *Herald* did not buy diamonds, and people who read the *News* could not, being too poor. The *Tribune* was read by the richer people, who alone bought diamonds. If he wanted two mediums, I told him to take the *Inter Ocean* as second choice. No wonder the *Times* sold him no diamonds, for the few people who did read it were of the lower grades. In 1887 every saloon in my district took the *Times*, and no other paper. Well, the diamond dealer took my advice and changed his advertising, with good results.

Likewise have I been asked by ladies of the house as to what paper to advertise in for a servant girl. Of course, the *News*, as all the servant girls in town read it, while Potter Palmer would not allow it in his house, although he took every other paper. The *Herald* has ever been the medium to reach the middle classes of all kinds. As a rule in Chicago, the upper classes and rich people take the *Tribune* first, *Inter Ocean* second; the middle classes, such as salaried people and small tradesmen, take the *Herald*, about three-fourths, and the other fourth the *Times*; the larger class of very poor people read the

News and *Globe*. In the afternoon now the rich people read the *Journal*, the middle classes the *Post*, and the poorer ones the *News* and *Mail*. Of course there are minor exceptions to the above general rules, which I form from my seven years' experience in calling at the houses of the subscribers of all the Chicago dailies. The mail wagons carry out the same line of argument. Collecting is the easiest from the middle classes; they pay the promptest. The rich class is sure, but awfully slow pay. The poor classes are very skittish—if it's a toss between paying the carrier and the saloon-keeper for a pail of beer, the carrier gets left. In the eye of the poor man his good credit at the saloon is paramount to that at the newspaper office. Above summary is food for advertisers who expect to sell goods on time, or credits.

Of all Chicago publishers, James W. Scott, of the *Herald*, is liked the best by the carriers. He has never yet assumed the monarchical style used by Medill and others. Mr. Scott has made friends of the carriers by treating them in an American way. He is always pleased to see a carrier. The boys do not have to stand outside of his private office, and go through a lot of red tape, as at the *News*, to see the publisher about a pressing matter. Mr. Scott's private office has always been private only in name—in fact, the carriers always walk right in on him unannounced, and he gladly pushes a chair forward. Behold the result! The carriers helped him to sell the *Herald*. Mr. Scott, alone of all Chicago publishers, recognizes the fact that it is one thing to publish a good newspaper, and another thing to sell it. Many a new subscriber have I talked into taking the *Herald*, not so much that I thought it a good paper as that I admired its genial publisher.

The carriers are good judges of a newspaper's actual circulation. They can, of all others, tell the advertiser the relative standing of the different papers in circulation. They know just the number of copies they sell of each paper, they see the mail made up under their eyes, etc. The diamond merchant I mentioned was a sharp and keen inquirer. I found in several cases that my opinion, as a carrier, was more valued than my circulation statement as a publisher of a paper myself since: A point for advertisers to weigh.

Being in New York City a month since, the circulation statements of your dailies confronted me everywhere. All claim the largest outputs. I casually dropped around the press and delivery rooms of a few of your dailies. One of your miracles is to see the one lonely press in the *Evening Sun's* basement grind out 170,000 (?) copies in an hour. To my idea the *Herald*, excepting its egotism, is the best prepared and prettiest printed paper you have; but its sales are badly curtailed by its exorbitant wholesale rate to dealers, and high retail price. I always had trouble to obtain a copy, having to go to the main office one morning before eight o'clock. The *World* is the newsiest paper you have, but miserably printed. Oculists and spectacle men should thank the *World* for throwing them business. The *Sun* has the best editorials of any. Your evening penny papers are not worth the money. Mr. Pulitzer would reach the goal of perfection if his newsy paper was turned out like the Chicago *Herald* a year ago—not as the Chicago *Herald* is now, for the quality of its white paper has deteriorated.

CHARLES H. GARD.

CITIES WHERE THE EVENING NEWSPAPER LEADS.

A partial list of evening papers and the fields where they have already eclipsed their morning rivals is published by the *Sioux City Tribune*. In Cincinnati, Indianapolis, San Francisco, Detroit, Philadelphia, Chicago, Cleveland, Omaha, Albany, Buffalo and many other cities are published evening papers which have by far the largest circulation of any papers in the places named. It seems to be the same story everywhere that the circulation of an evening paper is the index of a city's growth; it is par excellence the paper of the home and fireside. As the paper to which we have alluded truly remarks: "It is probably only a natural law of development that is bringing the afternoon newspapers to the front in America. There came first books, then pamphlets, then periodicals, then weekly newspapers, then morning newspapers printed the day after the events they recorded, then afternoon papers issued to the world and mirroring the world's incidents of that day. The evening paper has already established itself as a great newspaper of the present, and it seems rising into great promise everywhere.—*Jamestown Journal*.

IT PAYS THE BEST.

There is to be, in Detroit, a convention of the managers of advertising departments of various extensive business houses. They will agree, we believe, that best paying advertising is done in the regular legitimate way, in publications of established reputation. Much money is thrown away in advertising, on the theory that all advertising is good, though some kinds are better than others, and that, therefore, a promiscuous policy cannot go far wrong. But it stands to reason that business principles should be applied to advertising as well as to anything else, and that money spent for advertising should be placed where experience has shown it to do the most good.—*Cincinnati Gazette*.

ART directs good advertising; energy and enterprise keep it up. For the former, seek an experienced and successful agent; the latter must be supplied by yourselves.—*H. B. King & Bro.*

SPECIAL NOTICES.

Advertisements under this head, two lines or more, without display, 25c. a line.

20TH CENTURY.

N. Y. *Argosy*, 114,000 w.

FARMERS' CALL, Quincy, Ill.

NEW HAVEN NEWS.—Best advertising medium.

ONLY 12½ cents a line. NO NAME MAGAZINE, Baltimore.

SAN FRANCISCO BULLETIN is read by the purchasing class.

ONLY first-class Magazine in the South—NO NAME, Baltimore.

NO NAME MAGAZINE, Baltimore. Most original in the world.

SEND your holiday advertising to NO NAME MAGAZINE, Baltimore.

WEATHERFORD (Texas) CONSTITUTION 1 in., 1 yr. \$22.50 net.

SAN FRANCISCO CALL has the most "Want" advertisements.

A MONTHLY for all readers. NO NAME MAGAZINE, Baltimore.

THE NEWS.—Largest circulation in Kingston, Ont. Over 2,000 daily.

SAN FRANCISCO CALL is the best morning newspaper in California.

SAN FRANCISCO CALL is the people's medium and a family paper.

SAN FRANCISCO BULLETIN, the leading Evening Paper of California.

SAN FRANCISCO BULLETIN has the largest bona fide circulation.

SAN FRANCISCO CALL is unequalled in circulation, character and influence.

NEW HAVEN NEWS.—Guaranteed largest morning circulation in Connecticut.

\$1.00 A YEAR; sample, 10c. NO NAME MAGAZINE. \$1.50 per incu.

THE Chicago *Tribune* says: "The SEATTLE PRESS is a journalistic 'Pathfinder.'"

THE HOUSEHOLD PILOT, New Haven. Monthly circulation over 20,000 copies.

TRIAL ADS., one cent per line, of seven words. THE TIMES, Rushsylvania, O.

THE MODERN QUEEN, New Haven. 16 pages. Monthly circulation over 50,000.

WORLD-WIDE MISSIONS. 125,000 and upwards m'thly. Sworn. Address Chicago.

OWN A NEWSPAPER.—No type necessary. N. Y. NEWSPAPER UNION, N. Y.

SEATTLE PRESS's circulation increased 600 per cent. from Aug., 1899, to Aug., 1900.

THE Washington *Democrat* says the SEATTLE PRESS is the best evening paper on the Pacific coast.

SUCH things as OFFICE MEN'S SUPPLIES should be advertised in "THE BOOK KEEPER," Detroit, Mich.

TWENTIETH CENTURY, the elegant and renowned radical magazine, 4 Warren St., New York. Send for sample copy.

PAPER DEALERS.—M. Plummer & Co., of 161 William St., New York, will fill any order for paper—from half a quire to thousand-ton lots.

PUBLISHERS, who purpose offering premiums this season, should correspond with **WORLD MANUFACTURING CO.**, 122 Nassau St., New York.

SCIENCE, published at New York, N. Y., is one of a select list of journals recommended to advertisers by Geo. P. Rowell & Co. as a desirable medium.

ADVERTISEMENTS received for leading American newspapers. Files kept three months for examination by advertisers. Address **GEO. P. ROWELL & CO.**, New York.

ELECTROTYPES.—A large stock of electrotypes of engravings—embracing all subjects—at nominal prices. **THE PRESS ENGRAVING CO.**, 88 and 90 Centre St., N. Y.

THE LORD & THOMAS Religious Newspaper Combination is the medium for advertisers to reach the best buyers of the West. Lowest rate by all advertising agencies.

NATIONAL TRIBUNE is the only paper published at Washington, D. C., to which the American Newspaper Directory for 1900 accords a regular circulation exceeding 100,000 copies each issue.

THE MEDICAL BRIEF, published at St. Louis, Mo., is one of a select list of medical journals recommended to advertisers by Geo. P. Rowell & Co. as a desirable medium in its particular field.

MORNING CALL, San Francisco, Cal., is one of the 45 publications in America that, according to a list published by Geo. P. Rowell & Co., circulate between 57,500 and 50,000 copies each issue.

FASHION AND FANCY, published at St. Louis, Mo., is one of a select list of household and fashion journals recommended to advertisers by Geo. P. Rowell & Co. as a desirable medium in its particular field.

THE VOICE, published in New York City, is one of the 28 publications in the United States that, according to a list published by Geo. P. Rowell & Co., circulate between 100,000 and 150,000 copies each issue.

THE PHARMACEUTICAL ERA, published at Detroit, Mich., is one of a select list of pharmaceutical journals recommended by Geo. P. Rowell & Co. The ERA has the largest circulation of any journal to the drug trade.

THE PRICE of the American Newspaper Directory is Five Dollars, and the purchase of the book carries with it a paid subscription to **PRINTERS' INK** for one year. Address: **GEO. P. ROWELL & CO., Publishers**, No. 10 Spruce St., New York.

WHENEVER an advertiser does business with our Advertising Agency to the amount of \$50, he will be allowed a discount sufficient to pay for a year's subscription to **PRINTERS' INK**. Address: **GEO. P. ROWELL & CO., Newspaper Advertising Agents**, No. 10 Spruce St., New York.

EACH issue of **THE TOPEKA WEEKLY CAPITAL** for October and November will be 25,000 copies, reaching every class of readers within the borders of Kansas. Advertisers seeking Kansas business should not fail to take advantage of it. Address **TOPEKA CAPITAL CO.**, Topeka, Kansas.

WHENEVER an advertiser does business with our Advertising Agency to the amount of \$50, he will be presented with a complimentary copy of the American Newspaper Directory; a book of 1,450 pages, price \$5. **G. P. ROWELL & CO., Newspaper Advertising Agents**, 10 Spruce St., New York.

WHAT the Boston Transcript, New York Post, and Philadelphia Telegraph are to the East the **SEATTLE PRESS** is to the Pacific coast.

TEXAS FARM AND RANCH, a semi-monthly published at Dallas, has, according to the American Newspaper Directory for 1900, by far the largest circulation of any agricultural periodical printed in the State of Texas. Eastern Office—22 Times Building, New York. **J. C. BUSH, Manager.**

THE ARGOSY, New York, a high grade, illustrated family weekly (32 pages), is one of 36 publications that, according to a list published by Geo. P. Rowell & Co., circulate between 75,000 and 100,000 copies each issue. The average is 114,000. Advertising, 60 cents per line, with discounts for amounts.

THE MEDICAL WORLD (Philadelphia) has a circulation larger than that of any other medical journal in the world. Its books, press rooms and binding rooms are open to inspection at any and all times. Shows all kinds of proof of circulation and invites comparison with any other medical journal.

NORWICH, CONNECTICUT.—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country—the newspaper in each place that gives the advertiser the most for his money. On this list **THE BULLETIN**, Daily and Weekly, is named for Norwich.

ADVERTISING IN GERMAN NEWSPAPERS throughout the United States and Canada carefully executed, at favorable prices, and with every advantage as to position, display, changes, etc., by **GEO. P. ROWELL & CO.**, 10 Spruce St., New York City. A complete list of all German Newspapers, with circulation of each, in pamphlet form, sent on receipt of 10 cents.

JOURNAL, Kansas City, Mo.—Geo. P. Rowell & Co. publish a list of the representative daily newspapers issued in cities having a population of more than 20,000;—the newspapers in each place which can be specially recommended to advertisers as coming up to the requisite standard of character and circulation. **THE JOURNAL**, of Kansas City, Mo., is included in this list.

CHRONICLE, Augusta, Ga.—Geo. P. Rowell & Co. publish a list of the representative daily newspapers issued in cities having a population of more than 20,000;—the newspapers in each place which can be specially recommended to advertisers as coming up to the requisite standard of character and circulation. **THE CHRONICLE**, of Augusta, Ga., is included in this list.

EVENING DISPATCH, Columbus, Ohio.—Geo. P. Rowell & Co. publish a list of the representative daily newspapers issued in cities having a population of more than 20,000;—the newspapers in each place which can be specially recommended to advertisers as coming up to the requisite standard of character and circulation. **THE DISPATCH**, of Columbus, Ohio, is included in this list.

PICAYUNE, New Orleans, La.—Geo. P. Rowell & Co. publish a list of the representative daily newspapers issued in cities having a population of more than 20,000;—the newspapers in each place which can be specially recommended to advertisers as coming up to the requisite standard of character and circulation. **THE PICAYUNE**, of New Orleans, La., is included in this list.

ONE of the most successful advertisers we ever had always ordered his advertisements in this way: "Get the best service you can for me for \$5,000." He left every detail to us. There is no more expensive luxury for an advertiser to indulge in than to tie his agent's hands by getting him to tell in advance exactly what he will do. **GEO. P. ROWELL & CO.**, 10 Spruce St., New York.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO., PUBLISHERS.

Office: No. 10 Spruce St., New York.

Issued every Wednesday. Subscription Price: Two Dollars a year in advance; single copies, Five Cents. No back numbers. Wholesale price, Three Dollars a hundred.

ADVERTISEMENTS, agate measure, 25 cents a line; \$50 a page; one-half page, \$25; one-fourth page, \$12.50. First or Last Page, \$100. Second Page, next to the Last Page, or Page first following reading matter, \$75. Double-column advertisements, occupying less than half a page, charged double price. Special Notices, two lines or more, charged at 25 cents a line. Advertisements must be handed in one week before the day of publication.

NEW YORK, SEPTEMBER 24, 1890.

THE Illinois town of Wheaton has a newspaper to which the appropriate name of the *Flail* has been given.

THE publishers of the American Newspaper Directory announce that the cash sales of the book have been larger during the past summer than at any previous time since its establishment.

A COUNTRY publisher who is dissatisfied with the circulation rating of "exceeding 250" given his paper in a newspaper directory, writes a scathing letter to the publishers of the latter which concludes as follows: "If we had the power we would compel you to run off our edition on a hand press."

MR. J. E. POWERS, the well-known professional advertisement writer, contributes a characteristic article to this issue of PRINTERS' INK. Mr. Powers' strongly individualized advertisements have frequently been made a subject of comment, both in and out of these columns, and his views on "Writing Advertisements" will be read with interest.

THE Chicago *Herald* has introduced a unique competition with the commendable purpose of inducing readers of the paper to examine the advertising columns carefully. A series of incomplete phrases, taken from various advertisements in the Sunday issue are printed, and competitors are required to give the name of the advertiser using the words given. Cash prizes are awarded to those who are the first to send in a correct solution.

THE *Thomas County Cat*, of Kansas, which is always given in lists of newspapers with curious names, now has a younger contemporary, called the *Kitten*. This latter paper is owned by the same parties as the *Cat*, but will be a society paper rather than a newspaper.

WHEN Mr. Lester A. Rose, in addressing the Inter-State Association of Dailies, told them that the great advertising agencies are the friends of the truthful publisher and a part of the country paper, he stated a plain truth in an intelligent manner. It is a significant fact that, as a rule, the greater the importance of a paper and the more progressive the spirit of the publisher, the greater is his appreciation of the services rendered by the agencies and his desire to keep on good terms with them.

A LEGAL point which has just been decided in New York by Chief Justice McAdam, of the City Court, will be of general interest to advertisers. The Judge denied a motion made on behalf of the United States Measuring Faucet Company to dismiss the complaint in the suit brought against the company by the *Press Publishing Company*. The suit was brought to recover a bill due for advertising, and the chief defense was that the bill could not be collected as it was for Sunday advertising. In denying the motion Judge McAdam said: "A contract for the publication of advertisements in a Sunday paper is legal, so that feature of the defense is without force."

IN PRINTERS' INK of September 10 appeared a paragraph alluding to the difficulty of finding an entirely new name for a newspaper, and mentioning a curious coincidence by which two publishers in different parts of the country each selected the name of *Good Stories* for a new publication. Messrs. Vickery & Hill, the Augusta (Me.) publishers, then referred to, now write that, so far from being new, the name was given by them to a paper started in 1886, which was, for lack of sufficient presses, then abandoned. "As to the originality of the name," they say, "if you will look in the International Directory for 1886 you will find no less than two foreign publications of this name—old-established publications. We do not claim the invention of this name, although from

correspondence received we understand that our Michigan contemporary does."

The New York Postmaster recently put in Geo. P. Rowell & Co's mail a letter bearing the following curious address: "To Any Advertising Agency, New York City."

The following mysterious advertisement has been puzzling the shrewd advertisers of Chicago:

PRIVATE DETECTIVES, EXPERT SHADOWS, divorce work a specialty: investigations made; satisfaction guaranteed.

Just what benefit a man can expect to derive from inserting an anonymous card of this character in a newspaper does not appear.

The following paragraph from the Pittsburgh (Pa.) *Times* is of interest in connection with an article on chart advertising, which appeared in a recent number of **PRINTERS' INK**: "Numerous business men of Greensburg, Jeanette, Latrobe, Derry and Scottdale, Pa., are much interested in the whereabouts of Col. E. H. Lowe, who until quite recently was soliciting advertisements for a business index and map chart that never appeared. He collected \$600."

A BRIEF romance, as revealed in the advertising columns of a newspaper, is thus related by Brooklyn *Life*:

(Edition of May 1st, 1889.)

WANTED.—Tandem Bicycle, or Tricycle, in good condition. Willing to pay cash for a good machine. Address, (e.o.d. t. f.) J. T. [this office.]

(Edition of October 15th, 1889.)

MARRIED.—At the residence of the bride's parents, Mr. John Thomas to Miss Annie Ridewell, both of this city, Rev. A. L. Goodman officiating.

(Edition of August 15th, 1890.)

FOR SALE.—A Tandem Bicycle, in fairly good condition. Terms cash, or will accept new Perambulator in part payment. (e.o.d. t. f.)

Address J. T. [this office.]

THE comparative value of reading notices and display advertisements offers an interesting subject for speculation, even though it may not be possible to come to a definite decision in the matter. Two inquiries which have been received at this office, and which bear upon this phase of the advertising problem are given below. The first is

from a well-known Southern advertiser, the Preston Chemical Company, of Galveston, Texas:

We believe that items among reading matter that the reader cannot escape from seeing, are superior to anything else. What is your opinion, and if adverse, why? But we think that they should be distributed throughout the paper, on every page if possible where reading matter occurs: for while one person has an absorbing, another has but a casual, interest in foreign news, and reads headlines only, while he devours every line of local, and vice versa.

The other communication is from a Georgia newspaper advertising agency and is as follows:

Knowing you to be the American headquarters for newspaper information, we come to ask you to do us a favor which we will greatly appreciate. What we want to know is this: From your experience, suppose six inches next to reading matter should cost, say \$20 per annum in a certain weekly newspaper, what would that same space be worth in the same paper if said matter was run in pure reading matter? Would it be worth twice as much, or how would that be, according to custom and as shown by your experience?

The wide variation in practice known to exist among different papers makes these inquiries specially pertinent. While personal replies have been made, we shall not attempt now to answer these questions in the columns of **PRINTERS' INK**, but will leave them open for debate.

FOR SALE.

Advertisements under this head 25 cents a line

MARYLAND FARMER, Baltimore, Md. Easy terms. Rare opportunity.

A TRADE JOURNAL, Chicago. Estab. 11 years. Profitable. Only one in the West. But three in U. S. Terms favorable. Address "RENOG," care **PRINTERS' INK**.

A RARE CHANCE.—A newspaper man, who has the money, and wants to step into a well-established and paying newspaper in Tennessee, at a bargain, should write at once. "BARGAIN," care **PRINTERS' INK**.

FOR SALE.—On account of ill health, the proprietor of a strong and prominent Republican Journal, in a growing and prosperous town, is obliged to sell the property. For particulars address W. A. ROSSITER, 586 Pearl St., New York City.

FOR SALE.—DOUBLE CYLINDER HOE PRESS and BROWN FOLDER, in good condition and doing first-class work. Reason for selling—putting in a perfecting press. Will sell very cheap for cash, if sold at once. Address HERALD PUB. CO., Dayton, Ohio.

FOR SALE.—A half interest in a Newspaper, Show, Railroad and Commercial Printing and Binding Establishment in an Ohio city. Prints seven (7) newspapers. Shows good annual profits for 30 years. Terms low to a good man. Address "X. Y. Z.," care **PRINTERS' INK**.

IF YOU want to sell your Newspaper or Job Office, a Press or a Font of Type, tell the story in twenty-three words and send it, with a dollar bill, to the office of **PRINTERS' INK**. If you will sell cheap enough, a single insertion of the announcement will generally secure a customer.

BROWN PAPER ADVERTISING

The custom existing among retail merchants of printing their business cards upon the wrapping paper they use is one of the most familiar, if not one of the oldest, forms of advertising. It is based upon principles similar to those of poster advertising, and shares with that one-horse method of gaining publicity a deep-seated dislike on the part of the public. The Lynn (Mass.) *Item* has been agitating the subject, and prints the following article as the results of its investigations:

"Be kind enough to put my package of goods in plain paper," was the quiet request made a day or two since to a storekeeper by a customer, who objected to doing the work of a sandwich man or of advertising the concern without compensation. "If you want to advertise, do so, but don't expect that all your customers want to act as voluntary agents."

For some time it has been noticed that there is a growing antipathy to this "brown paper advertising," so called, and inquiry discloses the fact that not a few storekeepers have dropped it altogether, and allow no package to leave their places of business wrapped in paper that has even the semblance of an advertisement printed upon it.

An *Item* man called the attention of a Market-street merchant to this matter in an interview to-day. Said he:

"I have found recently, well, for several months past, that there is a growing objection to the advertising wrapping paper; but I supposed it would not amount to anything. Some people, you know, get their cues from others, and, parrot-like, talk and do the same; but this little warfare has evidently come to stay. Milliners do up hats and bonnets in large paper bags, with a glaring advertisement printed thereon, and to them, more than any other agency, is due this sentiment in favor of doing away with this form of advertising."

One of the large dry-goods dealers said, with reference to the advertisement wrapper, that he was decidedly in favor of dropping it. The expense was greater than people generally would suppose, and his concern could put the money expended annually for wrapping paper advertisements to a far more effectual use. But so long as my neighbors keep it up, I suppose I shall, unless I get nerve enough to discontinue it. The custom is an old one, and will die out very slowly. I've often thought, myself, it was an imposition to compel people to carry round an advertisement of our house; though if I do say it, bundles from this establishment wrapped in our advertisement paper, are pretty good indications to those who see them, that the shopper knows where the best can be found. Ahem! Still there are plenty who seriously object to this sort of thing, and my clerks have reported a number of instances where, after a package has been put up it has been sent back and put into plain paper. In the larger cities the custom has been stopped in establishments of a certain class, I hear, and I am sure I envy them."

"Yes, we have customers who would be very much affronted if their purchases were delivered in paper upon which the 'card' of

our business is printed, and we are careful not to hurt their feelings," said the proprietor of another smaller concern. "Of course, the majority don't care, especially elderly ladies, and we are 'advertised' daily and hourly in horse car, steam car and public highway. It does no harm, but it counts up in the course of a year as a matter of expense. No, we do not advertise in the papers right along, as we ought, I suppose, but no doubt we would more if we could save expense elsewhere."

The reporter thought he would ask the opinion of a shopper or two, and get their votes as to whether the advertisement wrappers should or should not go. He succeeded in his endeavors beyond all expectations. Every one without exception was, and always had been, set against the custom, but had accepted it as one of those things that business had established and would have to be endured. One of the fair shoppers interviewed, said she always contrived to carry her bundles, whenever she conveyed a purchase home, so that the advertisement would be hidden from the gaze of the public. In case she had one of those milliner's packages she invariably carried it with the advertisement, that always can be read nearly across the street, so completely out of sight that no one could tell whether the "sweet creation" came from an establishment that imports Mme. Viret's productions or one dealing only in plain, every-day styles, such as are seen in wayback.

Very few stores in Lynn use anything but advertising wrapping paper. Everything is utilized to advertise the store, the business and location, all of which show enterprise. But the merchants must not find fault if the numbers of customers who decline to act as advertisement distributors increase, until all shall demand plain wrappers.

ABOUT BIG NEWSPAPERS.

A paper read before the American Social Science Association at Saratoga, by Dr. F. W. Russell, on "Mental Health and the Newspaper," is worthy of careful study in this age of artificial and extravagant ideas. Dr. Russell says:

The expansion of the newspaper from the little sheet of our fathers to the huge Sunday sheet of twenty-four pages of to-day, wherein is depicted the doings and varied interests of the whole world, has been accompanied by other changes. The average reader skins lightly over the thousand facts massed in serried columns. To win his attention he must be aroused, excited, terrified. Quiet, thoughtful consideration of any subject seems to him tame. The result of this is that from this desultory reading comes only superficial thinking. The mind staggers under the load of mere facts and ceases to grow and strengthen.

What shall be said of the newspaper publisher who presents his readers with from twenty-four to thirty-six large sheets of reading matter, including advertisements, and then calls his production a newspaper? The time will probably come when the average newspaper reader will have to seek some method of protecting himself from the incursions of these blanket sheets, even if

he has to employ some one to edit the matter which is thrown at him with a pitchfork. The whole tendency of these alleged newspapers is in the wrong direction, and is due to a misconception of the wants of newspaper readers. Not one reader in a hundred, as Dr. Russell says, does more than skim the mass of verbiage that he is compelled to wade through if he desires to look for the news of the day, and this superficial practice is literally ruinous to mental culture. It dissipates mental energy and destroys the power of concentration.

The newspaper of the future will be intensive instead of expansive. It will be edited in the printing office instead of forcing readers to do their own editing. It will give the news of the day in the compactest possible form, and will studiously eschew all forms of sensationalism. The vices and follies of the hour will not be depicted at length by an artist's hand, while real news is relegated to an obscure corner. It will have no Sunday issue, because the time will come when the people will demand one day in seven to themselves for rest, mental as well as physical; and the artificial field created by the Sunday press will diminish until Sunday papers will no longer pay for publication.

When the general public realizes the deteriorating influence of blanket-sheet newspapers upon mental strength, as pointed out from a scientific standpoint by such authority as that above quoted, it will not be long in bringing newspaper publishers to a higher plane in catering to public wants. — *Chicago News.*

A COBBLER at the South End announces "Boots and shoes repaired." Another leather-worker in the same neighborhood does "reparing," and a dealer nearer State street sells "Connecticut" pies. All this hardly a stone's throw from the headquarters of Webster's Unabridged. — *Springfield Homestead.*

ELECTROTYPING.—Large contracts wanted
PRESS ASS'N, Columbus, O.

BEATTY'S ORGANS \$35. Pianos \$130
For catalogue,
address Hon. D. F. Beatty, Washington, N. J.

Low Estimates.
Careful Services.
Reliable Dealings.
DODD'S Adv'g Agency, Boston
265 Wash'n St.

\$1.00 Portraits—Made to order from
Photos. Cheapest newspaper cuts
made. Send for proofs. CENTRAL
PRESS ASSOCIAT'N, Columbus, O.

PUBLISHERS OF WEEKLY AND
MONTHLY papers, send
us Sample Copies of your publications
and lowest advertising rates. Address U. S.
ADVERTISING CO., New Milford, Ct., L. B. Z.

"I WRITE AD'S"
Fifteen years learning how not to write them."
GEO. W. ELLIOTT, Rochester,
N. Y., Rowley St., 39. Reference:
H. H. Warner & Co., Rochester, N. Y., Safe Cure.

We would like to Talk Paint with You.

O. J. CUDE & CO.,
ADVERTISING PAINTERS,
113 6th Ave., N. Y. City.

Painted "Pearline" for the past six years.

ADVERTISERS!
FOR UNIQUE DISPLAY,
EXPERT ADVICE,
LOW RATES AND
SATISFACTORY SERVICE
on any Line of Advertising address:
A. L. POPE Advertising Agent,
ST. LOUIS, MO.
REFERENCE:
AM. EXCHANGE BANK.

CANADA.—If you intend advertising in Canada it will be of interest to know that we handle more business with Canadian newspapers than any other Agency in existence. We control the Canadian advertising of many of the largest and shrewdest advertisers in the world, **Pears' Soap**, for instance. Our efforts are devoted to Canada alone, and an intimate knowledge of the peculiarities of the Canadian press, gained by many years of experience, enables us to render the best possible service. We simply ask you to communicate with us before placing your orders. **A. McKIM & CO., Montreal.**

AUSTRALIAN. Before fixing up your Australian contracts for advertising, we should like you to write to us for an estimate. We guarantee to save you money, for, being on the spot, we can do advertising cheaper than any other firm at a distance. All papers are filed at our bureau, and every appearance is checked by a system unparalleled for accuracy. On application we will prepare any scheme of advertising desired, and by return mail will send our estimate. We desire it to be understood that we are the Leading Advertising Firm in the Southern Hemisphere. Established over a quarter of a century. **F. T. WIMBLE & CO., 369 to 373 George St., Sydney, Australia.**

ONE OF THE 28.

The American
Agriculturist,
OF NEW YORK CITY,

is one of the 28 publications in the United States that, according to a list published by Geo. F. Rowell & Co., circulate between

100,000 and 150,000

copies each issue.

WANTED.**Energetic and Capable Men,**

who understand the Newspaper Business,

TO START PAPERS

In the Eastern and Middle States, also in Maryland, Virginia and West Virginia, under the most favorable conditions. No capital, only good references, required. Address "PUBLISHER," care PRINTERS' INK, N. Y.

Have You Tried

THE

SPENCERIAN

STEEL PENS?

IF NOT A SAMPLE CARD of the leading numbers will be sent FREE on receipt of return postage, 2 cents.

THE SPENCERIAN PEN CO.,
810 BROADWAY, NEW YORK.

THE BEST IN IOWA.

The Des Moines "Register" of Sept. 11th, 1890, says editorially:

"THE OTTUMWA COURIER is now greatly the best and most complete evening newspaper published in Iowa. Its young proprietors have scored a great success, and the citizens of that enterprising city seem to be showing that they appreciate the immense advantages to be derived from such a bright and newsy paper as the COURIER."

Ottumwa is a manufacturing city, of 15,000 people, and is growing with phenomenal rapidity. It is located in the center of the Iowa coal fields, and is surrounded by an exceedingly rich agricultural region.

THE COURIER

Was Established in 1848.

ADVERTISING RATES ON APPLICATION.

A. W. LEE, Publisher.

THE TOLEDO**DAILY BLADE**

Of TOLEDO, Ohio, is doing very well, thank you.

See here:

In 1883 its circulation was 2,200;
in 1887, 8,500; in 1888, 9,700; in 1889,
10,400; average circulation NOW,

11,625; **

Saturday circulation { nearly..... } - 14,000 !

No other daily in Ohio, outside of Cincinnati or Cleveland, has so large a circulation. All the other dailies of Toledo combined would not equal it. Our local advertisers know this, but we want foreign advertisers to know it.

Weekly Blade,

CIRCULATION..... 108,000

Good advertisers need not be told the value of the WEEKLY BLADE.

For Advertising Rates in Daily or Weekly, address

THE BLADE, Toledo, O.

ROBINSON-BAKER
ADVERTISING BUREAU

NUMBER 1 WEST 25TH STREET
NEW YORK.

James A. Robinson, President.
E. A. Baker, Treasurer.

Corporations, Firms, or

*Individuals — any-
body or anything—
needing judicious
Advertising.*

*Effective announce-
ments arranged and
placed in the lead-
ing magazines to
the best advantage.*

This Paper

is read every week by more than **TWENTY THOUSAND** business men who are interested in advertising.

Every Publisher

of a newspaper, who wishes to attract the attention of advertisers, should advertise in

Printers' Ink.

To Print

and mail a thousand postal cards costs not less than \$12.50; a quarter page advertisement in **PRINTERS' INK** is printed more than **TWENTY THOUSAND TIMES**, and costs but \$12.50.

Every Publisher

of a newspaper, who wishes to attract the attention of advertisers, should advertise in

Printers' Ink.

NEWSPAPER A BOOK —OF— ADVERTISING 256 Pages, Contains:

DAILY NEWSPAPERS IN NEW YORK CITY, with Advertising Rates.

DAILY NEWSPAPERS IN CITIES OF more than 150,000 population.

DAILY NEWSPAPERS IN CITIES OF more than 30,000 population.

THE BEST LIST OF LOCAL NEWSPAPERS, covering every town of over 5,000 population and every important county seat.

ONE NEWSPAPER IN A STATE: the best one for an advertiser.

STATE COMBINATIONS IN WHICH ADVERTISEMENTS are inserted at half price.

A SMALL LIST TO ADVERTISE EVERY section of the country: a choice selection, made with great care, guided by long experience.

LARGEST CIRCULATIONS. A COMPLETE list of all papers issuing regularly more than 25,000 copies.

NINE BARGAINS IN ADVERTISING FOR experimentors.

BARGAINS IN ADVERTISING IN DAILY Newspapers in many cities and towns; offers peculiar inducements to some advertisers.

CLASS JOURNALS. AN EXTENSIVE list of the very best.

6,864 VILLAGE

NEWSPAPERS—

more than one half

of all the American

Weeklies—in which

advertisements are

inserted for \$48.75 a

line and appear in

the whole lot.

Book sent to any

address for

THIRTY CENTS.



The Latest



moment possible for you to secure yearly space in "COMFORT," at that ridiculously low price of \$1.50 per line, with a GUARANTEED AND SWORN CIRCULATION of half a million copies each month, will be Tuesday, September 30th. After that date *positively* no business received at less than regular rates—\$2.50 per line. Secure it at once, by letter or telegram, at the agencies or of THE GANNETT & MORSE CONCERN, AUGUSTA, ME.

If YOU WISH
to Advertise
Anything
Anywhere
at Any time

WRITE TO

GEO. P. ROWELL & Co.

No. 10 Spruce Street,

NEW YORK.



The Tacoma Globe

(Daily and Weekly),

*** TACOMA, WASH. ***

One of the most attractive fields for Eastern Advertisers is the State of Washington, and one of the best papers in that growing State is the TACOMA GLOBE.

C. I. Hood & Company, of Lowell, Mass., under date of August 7, writing to the publisher of the TACOMA GLOBE, say:

We are in receipt of your favor of the 29th ult., and desire to keep open business relations with your paper. The GLOBE of to-day is certainly a paper that the publishers have reason to feel proud of. In appearance it takes a place with the best ones on the Coast. We paid a high price for the contract last year, but we thought there was a field for the paper, and we decided to risk paying what was then a high price in order to form an acquaintance.

Regarding closing up of the old contract, you will hear from us in a few days, and we hope it will be your pleasure to make the new contract as we have offered.

CIRCULATION.

DAILY, Exceeds.....	5,000
SUNDAY, ".....	5,500
WEEKLY, ".....	3,000

A. FRANK RICHARDSON,

SPECIAL EASTERN AGENT,

12, 14 & 15 Tribune Building,
NEW YORK.

317 Chamber of Commerce,
CHICAGO.

The Brooklyn Standard-Union.

~~~~~  
MURAT HALSTEAD, EDITOR.  
~~~~~

THE LEADING
REPUBLICAN DAILY OF LONG ISLAND.

—
The most newsy, enterprising, and progres-
sive Newspaper in the City.

—
The first to employ the Linotype Machines.
—

THE
STANDARD - UNION

Is without a rival in the character and
purchasing-power of its readers.

—
ADVERTISERS

Will do well to remember this important
element of value.

**SEND THE CASH
And Say What You
. . . . Want to Accomplish.**

A small expenditure in advertising in a judicious selection of newspapers is often contemplated by persons who have not a clear idea as to what publications should be taken or the cost; they consequently find a difficulty in carrying out the plan without having the cost exceed the amount contemplated. Such persons do well to send the copy of the advertisement and a check for the amount of money to be used, to Geo. P. Rowell & Co.'s Newspaper Advertising Bureau, 10 Spruce St., New York, and leave the selection of papers and the number of insertions in each to be determined by their experience and judgment. In that way the advertiser gets the best service possible for the money he expends, and the work is promptly done—no time being lost in correspondence.

**EVERY ISSUE
OF
PRINTERS' INK**

Contains matter that is
Valuable for Future Reference.

By using the new
HANDY BINDER,

Each and every issue for an entire year
may be preserved in a compact
and convenient form.

The numbers can be easily inserted or removed.

The Binder opens flat, like a book, and when file is completed there is no need of rebinding.

Made in cloth-covered boards, with title stamped in gilt. Sent, post paid, on receipt of 50 cts. Address the publishers,

GEO. P. ROWELL & CO., 10 Spruce St., N. Y.

We make Estimates

for those who express a desire and intention to place the advertising through us, and of whose good faith we have assurance; but there is no more expensive luxury for an advertiser to indulge in than to tie his agent's hands by getting him to tell in advance exactly what he will do.

Some publications are used economically on contracts for a single issue; in others, insertion for a month may be had as cheaply as for a single week; but in furnishing an estimate in advance, if the agent attempts to go into details, his correspondence becomes voluminous and the advertiser confused.

The advertiser who sends his advertisement with an order to procure the best service possible for ten thousand, one thousand or one hundred dollars, will get more for his money than he would had he required to be told in advance exactly what service could be promised.

GEO. P. ROWELL & CO.,
NEWSPAPER ADVERTISING BUREAU,
10 Spruce St., New York.

THE \$3 LIST!

Bargains in Advertising

Daily Newspapers

Many Principal Cities and Towns.

Advertisers may select any 50 or more Dailies from the list at a cost of \$3 per inch, a month, per paper; and the advertisement will be also inserted gratis in the Weeklies of the Dailies, as named in the catalogue.

A one-inch advertisement inserted one month in the *entire list* (including 287 Dailies and 260 Weeklies) costs \$750. For three months, \$2,250, less 10 per cent., or \$2,025 net.

The combined monthly issue of the Dailies is 9,069,800 copies, and of the Weeklies, 2,150,000 copies.

Advertisements are forwarded the day the order is received, and *prompt insertion is guaranteed.*

For any selection of less than 50 of the papers approximately low figures will be given on application.

THE LIST WILL BE SENT FREE,
UPON APPLICATION TO
GEO. P. ROWELL & CO.,
Newspaper Advertising Bureau,
10 SPRUCE ST., NEW YORK.

One of the
most successful advertisers
we ever had
always ordered his Advertisements in this way:

**"Get the best
service you can
for me for
\$5,000."**

He left every detail to us.

There is no more expensive luxury
for an advertiser to indulge in
than to tie his agent's
hands by getting him
to tell in advance
exactly what
he will do.

GEO. P. ROWELL & CO.,
10 Spruce St., N. Y.

Among religious people interested in its line of work,

The Sunday School Times

is without a rival. It holds this position because it gives its readers the most learned and scholarly articles on Bible study and the latest historical researches which throw more light on the subject. It offers

To Advertisers

four features of the highest value, and it alone has them to offer in such combined quality and quantity:

Intelligent Adult Readers

149,500 Paid Subscribers

Character Guaranty of Advertisers

Low Advertising Rate

All these points bear fuller explanation. Will you write to us for the information?

Through Our Other Papers

All the Protestant denominations can be reached. In short, no general advertiser can be well served in Pennsylvania, New Jersey, Delaware and Maryland, unless these papers are on the list.

Sunday School Times.
PHILADELPHIA.
 Presbyterian.
 Lutheran Observer.
 National Baptist.
 Christian Standard.
 Presbyterian Journal.
 Ref'd Church Messenger
 Episcopal Recorder.
 Christian Instructor.
 Christian Statesman.
 Christian Recorder.
 Lutheran.
BALTIMORE.
 Baltimore Baptist.
 Episcopal Methodist.

One
 Price
 Advertising
 ———
 Without Duplication
 of Circulation
 HOME JOURNALS **14** BEST WEEKLIES
 Every Week
 Over 250,000 Copies
 ———
 Religious Press
 Association
 Phila

The
 Religious
 Press
 Association,
 Chestnut
 & Tenth Sts.,
 Philadelphia, Pa.
 (Mutual Life
 Building.)

WHAT NEWSPAPERS WANT

—IS—

To Increase their Advertising Patronage.

IT CAN BE DONE.

* *

AND the way to do it is to draw up an attractive advertisement and place it in the columns of **PRINTERS' INK**, where it will meet the eyes of more than 30,000 advertisers each week. Do you doubt what the result of such a course would be? Then read this:

STREET & SMITH, }
Publishers, }
25-31 Rose St., New York. }
Publishers PRINTERS' INK:

We have had a little two-line advertisement (50 cents' worth) running in your paper for a few weeks, and we find it a very good investment. The inclosed letter is only one of a large number we have received. A correspondent's motto at the top of the inclosed letter, viz.: "Give the devil his due," suggests our writing this letter.

Very truly yours,
STREET & SMITH.

* *

THEN

WHY

NOT

DO

IT?

* *

THE "Special Notice" department offers you the best returns for a small investment. Cards under this head can be had at the rate of 25 cents a line. They are all read, and read carefully, by just the men newspaper publishers want to reach. Here is the experience of one wide-awake publisher:

THE TROY DAILY PRESS, }
Largest Circulation }
in Troy. }

Geo. P. Rowell & Co.:

I hear very frequently from the little advertisements of the *Press* that have appeared in the "Special Notice" department in **PRINTERS' INK**. I do not believe it unreasonable to presume that every one of those little notices is read with avidity and by all of the subscribers to **PRINTERS' INK**.

H. O'R. TUCKER.

* *

Willet F. Cook, Advertising Manager
of *Judge*, says:

"Publishers who have constantly talked up and lauded the value of printers' ink as the secret of substantial success, should demonstrate that they believe what they assert by using **PRINTERS' INK** themselves."

THE HOUSEWIFE

Handsomely Illustrated and Devoted to

FICTION



Fiction,
Fashion,
Flowers,
Fancy Work,
Home Decoration,
Art Needlework,
Stamping,
Painting,
Designing,
Cooking,
Housekeeping;
In short, everything pertaining to
Woman's Work and
Woman's Pleasure.

THE HOUSEWIFE

Subscription List, owing to very liberal advertising, will soon reach the 200,000 mark. Line rate will then be advanced to \$1.00. Send in your orders now and get the benefit of the present low scale of prices.

PRESENT ADVERTISING RATES.—Ordinary displayed advertisements, 80 cents per agate line.

DISCOUNTS.—3 months, or 100 lines, 5 per cent.; 6 months, or 250 lines, 10 per cent.; 12 months, or 500 lines, 20 per cent.

COVER RATES.— $\frac{1}{4}$ page (170 lines), \$100.00; $\frac{1}{2}$ page (340 lines), \$175.00; 1 full page (680 lines) \$300.00.

COVER DISCOUNTS.—3 mos., 5 per cent.; 6 mos., 10 per cent.; 12 mos., 20 per cent. Bills payable monthly. Cash with order from advertisers unknown to us.

HOUSEWIFE PUBLISHING CO., 111 Nassau St., New York, N. Y.

Advertisements accepted through any responsible Advertising Agency.

THE CO-OPERATIVE NEWSPAPERS.

("PATENT INSIDES AND OUTSIDES.")

A COMBINATION OF MORE THAN
SIX THOUSAND VILLAGE
NEWSPAPERS.

TOTAL PRICE PER AGATE LINE
FOR AN ADVERTISEMENT IN THE ENTIRE LIST OF 6,864 PAPERS
WITH AN AGGREGATE CIRCULATION IN EXCESS OF
THREE AND ONE HALF MILLION COPIES WEEKLY.

\$48.75 A LINE, ^{5 LINES} FOR \$200.00.

DISCOUNTS

FOR CONTINUED INSERTIONS AND LARGE ORDERS
are always given. The amount of the discount depends
upon the size of the order, and varies from 5
per cent. to 50 per cent., and on very
LARGE ORDERS IT IS EVEN MORE THAN THIS.

For full particulars address orders to
GEO. P. ROWELL & CO.,
Newspaper Advertising Bureau,
10 Spruce St., New York.

CATALOGUES

OF THE
PAPERS COMPOSING THESE VARIOUS LISTS

will be mailed FREE to any one desiring them.

TO NEWSPAPER PRINTERS.

The following commendation from one of our New York City Dailies, in reference to our WEB PRESS NEWS INK, shows the quality of our goods :

OFFICE OF THE NEW YORKER VOLKS ZEITUNG, {
184 WILLIAM ST., NEW YORK. }

Gentlemen .

We have been using your Web Press News Ink for the past eight months, and must state that we are well satisfied with the results.

Our paper looks better now than it ever did before, and we were surprised to find that your Ink went further than any we had previously used.

Respectfully,

NEW YORKER VOLKS ZEITUNG,

MORITZ HOFFMAN, Manager.

~~~~~  
OUR PRICES CANNOT BE BEATEN.  
~~~~~

25	pound	kegs,	at	10	cents	a	pound.
50	"	"	"	9	"	"	"
100	"	"	"	8	"	"	"
250	"	"	"	7	"	"	"
500	"	"	"	6	"	"	"

Bills payable quarterly.

Five per cent. discount for payment within 30 days from date of order.

Ten per cent. discount for Cash with the Order.

W. D. Wilson Printing Ink Co., L't'd.

140 WILLIAM STREET,

NEW YORK.



What Advertisers Say of PRINTERS' INK.

We feel constrained to thank you for the trouble of publishing it. The last issue will take first place at our desk, and will be almost daily referred to.—A. W. Kinney, Yarmouth, N. S., March 31, 1890.

The pithy publication should be read by all who believe in advertising as a strictly business venture. To the average business man who knows nothing about advertising, **PRINTERS' INK** will bring wisdom.—E. W. Ingalls, Lynn, Mass., April 5, 1890.

I find it a good and valuable informant on everything pertaining to advertising.—Otto Borresen, La Crosse, Wis., April 12, 1890.

In studying the business of advertising I have been materially assisted by **PRINTERS' INK**.—Charles K. Short, St. John, N. B., April 9, 1890.

*** I read it from cover to cover, and am glad to see that it is such a great success. I find that nearly every person interested in advertising in newspapers is a careful reader of **PRINTERS' INK**.—Frank Harrison, Newark, N. J., June 12, 1890.

*** It has had a great influence in inducing us to try a little advertising.—Jos. A. Brohel, Brooklyn, June 20, 1890.

*** Find it both instructive and interesting.—The J. M. Harding Mfg. Co., New York, July 2, 1890.

*** Such a journal as **PRINTERS' INK** is what advertisers needed years ago, and you may rest assured that successful advertisers cannot afford to be without it.—L. D. McMichael, M. D., Chicago, Ill., July 1, 1890.

*** I regard **PRINTERS' INK** as helpful to every advertiser and of practical benefit to every one who desires to "rush into print."—Luther L. Holden, Advertising Manager, Raymond's Vacation Excursions, Boston, Mass., July 3, 1890.

*** I think **PRINTERS' INK** worth its weight in gold, and would not be without it at any price.—Fred G. Conrad, Manager, The Rinehart Operatic Musical Comedy Co., Fifth Annual Tour, Defiance, O., July 18, 1890.

While **PRINTERS' INK** is baited for bigger and other fish than the small fry engaged in the retailing of shoes, we nevertheless find it chock full of interesting matter for us. *** —Havermale & Rossier, San Diego, Cal., July 7, 1890.

*** We don't want to miss any of the good points in your bright journal.—Lyon & Healy, Music Dealers, Chicago, Aug. 5, 1890.

PRINTERS' INK is the best little-big paper that comes to this office. I never miss a line in it. Have given it to advertisers often, when I am through with it, and it has been the means of inducing merchants to spend money themselves.—D. J. Roberts, Ed. *Free Press*, Osage City, Kan., Aug. 2, 1890.

For nearly two years I have been fairly reveling in the good things published in **PRINTERS' INK**. Many and many a time its contents were so seductive, I have neglected and left a large mail unopened till I have read and devoured its thought from beginning to end.—Franklin Putnam, Manufacturer and Dealer in Photographers' Supplies, New York, Aug. 8, 1890.

*** **PRINTERS' INK** is one of the most helpful publications I receive.—T. Pliny Moran, Advertising Manager, Robinson, Parker & Co., One-Price Clothiers, Washington, D. C., Aug. 16, 1890.

It is the most thoroughly read paper that comes into our office. Its matter is very interesting, and should be to every advertising department of any firm.—O. W. Russell, Manager Advt. Department, The Link-Belt Machinery Co., Trade Mark "Link-Belt" (registered), Chicago, Aug. 12, 1890.

*** The writer sometimes uses **PRINTERS' INK** as a dinner companion, and its contents are almost, if not quite, as much a necessity, or as much desired and relished as the dinner. A house doing any advertising whatever should not be without it.—Henry McShane & Co., Church Bells and Chimes, Baltimore, Md., Aug. 15, 1890.

*** I enjoy and like it. It helps me in writing my advertisements. Advertising certainly pays me, and as my business increases I advertise the more.—Chas. E. Barton, Pharmacist, Norwalk, O., Sept. 4, 1890.

PRINTERS' INK, in all forms, is a necessity to the Fertilizer business, so I inclose my \$2.00 to get it in the compact and interesting form you furnish it.—Yours truly, W. S. Powell, Baltimore, Md., July 22, 1889.

PRINTERS' INK is the spiciest, brightest journal of the kind.—J. R. Holcomb & Co., Cleveland, O., July 13, 1889.

PRINTERS' INK contains an immense amount of information on the subject of advertising, and a deal of literature relating to advertisements and advertisers.—*The Office*.

PRINTERS' INK, the bright little journal of the art of advertising.—*Washington Evening Star*.

PRINTERS' INK is a neat little publication issued by Geo. P. Rowell & Co., and there is not an uninteresting line in its pages.—*The Democrat*, Menominee, Mich.

PRINTERS' INK is the most valuable trade journal that I know of.—A. A. McCain, *The Journal*, Crawfordsville, Ind.

We have read each number of **PRINTERS' INK** carefully, and find therein many good points regarding advertising.—American Machine Co., Philadelphia, Pa., July 26, 1889.

There is a great field for such a publication as **PRINTERS' INK**, and your editor is covering it in a most practical, business-like manner.—F. P. Shumway, Jr., Manager of *The Cottage Hearth*, Boston, Aug. 9, 1889.

PRINTERS' INK is a valuable publication on account of its many excellent ideas with regard to advertising. *** —*National Journalist*.

PRINTERS' INK is a bright, new way journal, having the happy faculty of frequently saying something interesting and thought provoking.—*American Advertiser Reporter*.

*** I think that **PRINTERS' INK** is an invaluable aid to newspapers in educating advertisers. *** —J. L. Watson, Manager *Post*, Houston, Tex., Dec. 16, 1889.

*** **PRINTERS' INK** is filling a long-felt want, and it seems to us that it is going to be a valuable factor in generally popularizing newspaper advertising.—Wm. Bryan & Son, *The Republican*, Hudson, N. Y., Dec. 20, 1889.

*** **PRINTERS' INK** *** is the best trade journal we get.—R. M. Spencer & Co., *Johnson County Star*, Warrensburg, Mo., Dec. 7, 1889.

PRINTERS' INK stands at the head of all advertising journals, and we don't see how any advertiser can get along without it.—A. R. Hicks & Co., Palmyra, N. Y., Jan. 18, 1890.

You have forwarded so many replies to my ad. that I think you must be out of stamps, so I inclose a few more. **PRINTERS' INK** is a dandy.—Frank H. Pullen, *Cooley's Weekly*, Norwich, Conn., Jan. 16, 1890.

PRINTERS' INK is just such an educator as every one requires. It pays to know how to advertise. I study your little paper every week.—T. J. Allen & Co., Detroit, Mich., Jan. 15, 1890.

*** We think **PRINTERS' INK** is doing good work. *** —L. L. Morgan, *The New Haven Register*, Feb. 3, 1890.

PRINTERS' INK "fills a long-felt want." It is bound to make its influence felt with the general advertisers.—Lord & Thomas, Newspaper Advertising, Chicago, Jan. 13, 1890.

We have had a little two-line advertisement (fifty cents' worth) running in your paper for a few weeks, and we find it a very good investment.—Street & Smith, 25-31 Rose street, New York, Jan. 24, 1890.

* * * I enjoy PRINTERS' INK very much, and read everything. It is very instructive.—J. Clifton Wheat, Jr., Druggist and Pharmacist, Winchester, Va., Jan. 22, 1890.

I have not been aware until lately of the value and interest of PRINTERS' INK. Send it from the start, and continue to send it. Lyman D. Morse.—J. H. Bates, Advertising Agency, 38 Park Row, New York, Jan. 23, 1890.

PRINTERS' INK is the best thing of the kind in existence. * * *—John A. Wallace, Secretary and Treasurer Times Publishing Co., Chester, Pa., Feb. 5, 1890.

Add the name of the News to your subscription list. * * * We regard it as the best \$2.00 worth that comes to this office.—W. J. Richards, Business Manager The Indianapolis News, Indianapolis, Ind., Feb. 4, 1890.

* * * I consider PRINTERS' INK a perfect publication of its kind.—Jas. B. Borland, publisher The Evening News, Franklin, Pa., Feb. 4, 1890.

* * * I find the little journal chuck full of good ideas that are worth indexing for future reference.—Frank H. Baldey, Rockford, Ill., Feb. 10, 1890.

I have been reading PRINTERS' INK since you commenced its publication, and am delighted with it. I believe it is destined to do a great deal of good to papers of high standing and large circulation, and I want to see its circulation spread where it will aid us the most.—Thomas W. Dyas, Business Manager The Toronto Mail, Feb. 4, 1890.

I read with great interest your neat little paper, and consider it of value to all advertisers from the high it gives. * * *—William Dreydoppel, manufacturer of soap, candies, soda, etc., Philadelphia, Feb. 13, 1890.

I like its tone and style. It should be in the hands of every advertising firm and every newspaper office in the land, for it is worth its weight in gold to both publisher and advertiser. It gives good sound ideas. * * *—John G. Manger, Editor and Proprietor The Seligman Sunbeam, Seligman, Mo., Feb. 3, 1890.

A little while ago you gave in PRINTERS' INK a description of the pictorial weeklies, our new publishing enterprise. I think you would have been as much surprised as we were could you have known the amount of correspondence arising from your mention of the pictorial weeklies.—James S. Metcalfe, Secretary The Pictorial Weeklies Company, New York, Feb. 18, 1890.

It needs but a glance at its pages to see that hundreds of dollars may be saved to large advertisers by studying its conciseness and well-chosen styles and make-up of advertisements. * * *—J. H. Andre, Lockwood, N. Y., Feb. 3, 1890.

* * * Each number contains points, and that's what we want.—J. F. Ingalls, Lynn, Mass., Feb. 12, 1890.

* * * We find PRINTERS' INK a publication not only instructive, but decidedly interesting.—James Spillane, Secretary The Preston Chemical Company, Galveston, Texas, Feb. 5, 1890.

* * * PRINTERS' INK is the most excellent manual for advertisers I ever saw.—Edward Gilliam, Reidsville, N. C., Feb. 14, 1890.

I enjoy the perusal of it very much, especially the specimen "ads." with comments. * * *—Thos. D. McElhenie, Chemist, Brooklyn, N. Y., Feb. 3, 1890.

* * * PRINTERS' INK has given me many valuable suggestions.—Roland Woolsey, Trenton, Ont., Feb. 3, 1890.

I always read PRINTERS' INK with great interest. * * *—Geo. Watkinson, Pres. Colchester Rubber Company, Colchester, Conn., Feb. 26, 1890.

We are delighted with PRINTERS' INK, and read it carefully every week. * * *—Thos. W. Morgan, Eureka, Kan., Feb. 24, 1890.

* * * I think a great deal of this publication.—G. W. Taylor, Bus. Man. the Toronto Globe, Toronto, Ont., Feb. 12, 1890.

We are furnishing our leading business men with a year's subscription to it free, and they are well pleased with it. The morals taught are good, being productive of new ideas.—Chas. E. Hall, Adv. Mgr. the Dubuque Telegraph, Dubuque, Iowa, March 14, 1890.

* * * The writer reads every word of PRINTERS' INK every week.—Lyne & Marshall, Henderson, Ky., March 4, 1890.

We read your little journal with much profit. We like the idea of reproducing attractive advertisements.—Edward Perry & Co., Manufacturing Stationers, Charleston, S. C., Feb. 23, 1890.

Nearly every week it gives us valuable suggestions, and is always read with a great deal of interest. * * *—Brockway & Sons, Daily Times Building, Watertown, N. Y., March 3.

* * * I think your PRINTERS' INK a good publication, very interesting and full of practical suggestions. Keep it up.—F. H. Dobbin, Petersburg, Ont., March 6, 1890.

* * * PRINTERS' INK is a daisy.—William McCaffrey, White Oaks, N. M., March 4, 1890.

The value of PRINTERS' INK to both regular advertisers and publishers cannot be ignored.—C. S. Doolittle, St. Joseph, Mo., March 10, 1890.

* * * We value PRINTERS' INK too highly to miss a single copy.—Angier Chemical Co., Boston, Mass., March 27, 1890.

* * * I hear very frequently from the little advertisements of the Press that have appeared in the "Special-Notice" department in PRINTERS' INK. I do not believe it unreasonable to presume that every one of those little notices are read with avidity and by all of the subscribers to PRINTERS' INK.—H. O'R. Tucker, Daily Press, Troy, N. Y., March 23, 1890.

* * * PRINTERS' INK is the brightest of trade journals.—John L. Ayer, President The Ayer-Chapin Company, Seattle, Wash., March 18, 1890.

Publishers who have constantly talked up and lauded the value of printers' ink as the secret of substantial success should demonstrate that they believe what they assert by using PRINTERS' INK themselves.—Willet F. Cook, Advertising Manager of Judge, New York, N. Y., March 25, 1890.

* * * Our local advertisers manifest a great deal of interest in PRINTERS' INK, and appreciate the value of its teachings.—Frank T. Lynch, Treas. and Mgr. Evening Standard, Leavenworth, Kan., April 2, 1890.

* * * Several of our advertisers are readers of PRINTERS' INK, and we know that they profit by the points derived from it.—E. W. Doty, President, The Evening Star, Cleveland, Ohio, June 9, 1890.

Printers' Ink

goes every week to more than Twenty Thousand people who are interested in advertising.

Advertising rates, 25c. a line; \$50 a page.

GEO. F. ROWELL & CO.,

Publishers,

10 SPRUCE ST., NEW YORK.

Miscellanies.

AN OLD STAND-BY.

The funny man glanced his scrap-book o'er,
As he wiped his teeming brow,
Till he reached the jokes of the year before,
And he sighed: "They're chestnuts now,
The mind of the reader has brighter grown,
He demands something witty and nice."
Then he sat himself down with a pitiful moan
To write on the subject of "Ice."

—*Figaro.*

Merchant—We must get up a new bargain advertisement for to-morrow. What shall we try?

Partner—Suppose we advertise that we actually make a profit on our goods. That will be something entirely new.—*America.*

Editor—Did you see the big fire, Mr. Quildrive?

Quildrive—(a reporter)—I did, sir. The scene defied description.

Editor—Then please write a two-column description of it at once.—*West Shore.*

The Sun wants to know the authorship of a poem: "I Sat Alone With My Conscience." We can't say; but if C. A. D. makes a practice of it, and his conscience retains a good memory, he has a lot of company to sit up with him.—*Puck.*

New Reporter—I went down and interviewed General Snappay, as you ordered, sir.

Editor—Did the general lose his temper?

New Reporter—Oh, no; he had it with him.—*Light.*

Sometimes a typographical error adds zest, as in one "local," which began: "Dr. Smith, who is widely known as one of the most skillful of our physicians," the "s" having disappeared, with the usual depravity of inanimate things—or shall we say with a divination of the truth wholly unusual?—*Christian Union.*

The Writer is Dead.—Contributor:

I have brought you a poem of four stanzas, sir.

Editor (examining it)—I count five.

Contributor (mystified)—Sir?

Editor—Yes; in addition to the four, you see, I notice it stanza chance of going into the waste basket.—*Judge.*

A Bad Break.—Van Bibber: Who is captain of the Chicago Players' Club, Hood?

Brother Hood—That's a fine question for you to ask, considering that you're the editor of a sporting paper.

Van Bibber—Excuse me, my friend, my paper is not a sporting sheet; it's a Prohibition organ. The drinks are on you, I think.—*Puck.*

Great Editor (new daily paper)—Have you finished that double-leaded leader on our marvelous increase of circulation and our phenomenal success?

Assistant—Yes, sir. Just got through. "Did you refer to the paper as the most wonderful journalistic triumph since the days of Franklin?"

"Those were almost my very words."

"Good! Quick as the edition is on the street, I'll hustle around and see if I can borrow enough to pay your salary."—*New York Weekly.*

Able Editor—Young man, this is a bad break. You say that Mr. McWhack will build a \$3,000 house to cost \$10,000.

Careful Reporter—That is all right. He is going to have the work done by the day.—*Brooklyn Life.*

The Secret Out.—"Why does the *Champion Magazine* continue to print articles on the Civil War? Is the public interested in them?"

"No."

"Well, then, who is it?"

"The editor."—*Puck.*

An article in another column contains a sentence of wonderful construction as originally set up by the compositor, and it is reproduced here to show the uninitiated what a proofreader has to confront:

"I was just saying: 'If no one was taking care of me, I should help myself to some of me, I should help myself to some of those preserves.'"—*Journal of Education.*

Not Interested.—First Seaside Guest: My gracious! Have you been sitting here all the morning? The whole town has been down to the beach to see the wreck. Big steamer ashore. Awful time. Never was such a sight.

Second Guest (a newspaper reporter)—I'm on a vacation.—*Street & Smith's Good News.*

THE LOUNGER ON DUTY.

Scene 1—Office of Society Topics:

(Enter a briak odor of red herrings and lager beer, followed by seedy individual in décolleté broadcloth, with dried beer trimmings.)

Proprietor Society Topics—Hello, Zola, d'ye want to make a stand?

Seedy Individual (promptly)—Well, I should relax my facial expression!

Proprietor Society Topics—Well, just take in a few of the hotel registers this morning and see who's in town.

Scene 2—Front of St. Marc Hotel:

Seedy Individual (humbly approaching desk)—Beg pardon, sir; but can I glance over your register for one moment?

Clerk (haughtily)—Hey?

Seedy Individual (meekly)—I asked whether I could glance over your register for one moment. Hope, sir, you have no objection, sir!

Clerk—(with magnificent scorn)—Well, rush it! I'll give you just two minutes to look over the list and fling yourself out into the sidewalk again. Time!

Scene 3—Office of Society Topics:

(Seedy individual hard at work as follows on Lounger paragraphs):

"While glancing languidly over the register in the lobby of the St. Marc yesterday, I almost dropped my cheroot (a reminiscence, by the way, of a delightful evening spent with Sir Lionel Westgate, of Her Majesty's Life's, and a select little set of gay club men), as I remarked, I almost dropped my cheroot in surprise to run across the autograph of my old chum, the Count de la Frombosio. So the count is once more basking in the sunlight and chic of Gotham society. Well! well! as we would say on the Bourse: 'Ce monde est plein de fous.' If I remember aright, I first met the count at Baden, where we were both taking the waters. His persistent attentions to Miss Madeline X—, a fair young bud of two seasons, was the talk of the clubs. Many were the rumors," etc.—*Journalist.*